



5 Easy Strategies to Get More Shippers

October 12, 2021

Agenda

Introductions

Common New Broker Experiences

5 Easy Strategies to Get More Shippers

Bonus! Close a Deal With Shippers Once You Find Them

Q & A



Scott Anderson
Sales Manager
DAT Freight & Analytics



Nate Cross
Co-Founder
Freight 360



Benjamin Kowalski
Co-Founder
Freight 360

Why Are We Having This Conversation?

Poll Question:

**How long have you
been a broker?**

Poll Question:

What best describes you:

- Own a freight brokerage**
- Agent of a freight brokerage**
- Employee of a freight brokerage**

Poll Question:

**How do you rate your
prospecting abilities?**

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Strategy #1

Discover a Niche

- Think of interests (hobbies, past experiences, previous jobs)
- Commodities (building materials, produce, beverage)
- Equipment (flatbed, temperature, controlled, hot shot)
- Avoid the “Jack of All Trades”
- Your niche can shift or change as you grow

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Strategy #2

Batch your calls for efficiency

- Add relevant industry knowledge to your calls (recent news, blogs, headlines)
- Pre-plan your call list
- Avoid wasted time between calls
- Know who to be calling (job title, job description, what they control)
- Set a goal for the right level of activity

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Strategy #3

**Gather
prospects
from everyday
sources**

- Grocery stores
- Consumer products
- Keep your eyes open (new construction, where are the trucks going?)

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Strategy #4

Leverage your network

- Who do you already know
- Referrals from customers and carriers
- Social Media (LinkedIn, Facebook)
- Follow the BOL (every BOL has leads on it)

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Strategy #5

Searchable databases

- Zoom info
- LinkedIn
- Chambers of Commerce
- Blue Book Services

BONUS:

**Now that you've found
shippers, how do you
close 'em?**

Bonus Tip:

How to close shippers

Leverage technology to research rates and gain the upper hand negotiating, e.g.

- DAT RateView
- DAT Load Board Products

POST LOADS | SEARCH TRUCKS | **SEARCH LOADS**

DAT Power

NEW LOAD SEARCH

Truck	Origin	Destination	Avail	DH-O	DH-D	F/P	Length	Weight	Search Back
Any V	Chicago, IL	Atlanta, GA	10/08	150	150	F	-ft	-lbs	2hr

BROKER-TO-CARRIER SPOT
 (incl. fuel: \$0.37 this week)
\$4.15
 (\$3.99 - \$4.19) 13 Reports
 8 Companies

[LaneMakers](#)
[Market Conditions \(Map\)](#)
[Best TriHaul: \\$4.47](#)

[EDIT](#) [DELETE](#)

362 TOTAL RESULTS ALL PREFERRED BLOCKED

Age	Pickup	Truck	F/P	DH-O	Origin	Trip	Destination	DH-D	Company	Contact	Length	Weight	CS	DTP	Factor	Rate	Book
21 EXACT MATCHES																	
00:05	10/08	V	F	58	Michigan City, IN	709	Atlanta, GA	0	Load Delivered Logistics Lic	(312) 662-4770	53 ft	42,000 lbs	95	22	✓	\$3,800.00	-
00:22	10/08	V	F	126	Hartford, WI	903	Athens, GA	70	Evans Transportation Service...	(952) 813-4230	48 ft	47,000 lbs	97	20	✓	\$3,400.00	-
00:22	10/08	VR	F	94	Milwaukee, WI	815	Atlanta, GA	0	Total Quality Logistics Inc	(800) 580-3101	48 ft	43,000 lbs	95	18	✓	\$2,500.00	-
00:22	10/08	VR	F	148	Sheboygan, WI	869	Atlanta, GA	0	Total Quality Logistics Inc	(800) 580-3101	48 ft	43,000 lbs	95	18	✓	\$2,500.00	-
00:56	10/08	V	F	30	Wheeling, IL	757	Tucker, GA	20	Landstar Ranger Inc	(870) 686-0255	53 ft	43,000 lbs	90	22	✓	\$2,200.00	-
00:07	10/08	V	F	0	Chicago, IL	622	Cleveland, TN	133	Rise Way LLC	(309) 320-2162 (1)	53 ft	35,000 lbs	97	24		\$2,100.00	-
01:18	10/08	V	F	109	Elkhart, IN	602	La Fayette, GA	101	Lync Logistics Lic	(423) 648-6852	53 ft	42,500 lbs	97	20	✓	\$1,650.00	-
00:30	10/08	V	F	147	Goodfield, IL	620	Lyerly, GA	95	Landstar Inway	(214) 430-4000	53 ft	42,420 lbs	90	22	✓	\$1,400.00	-
00:35	10/08	VR	F	137	Howe, IN	650	Birmingham, AL	147	AOK Freight LLC	(816) 301-6226 (2025)	53 ft	43,500 lbs	97	17	✓	-	-
00:02	10/08	VR	F	29	Elk Grove Vlg, IL	766	Lake City, GA	14	Midwest Angels Logistics/ML...	(573) 486-1116 (1)	48 ft	16,874 lbs	97	19	✓	-	-
00:15	10/08	V	F	0	Chicago, IL	716	Atlanta, GA	0	Nobby Logistics Inc	(323) 990-5778	53 ft	20,000 lbs	-	-		-	-
00:05	10/08	V	F	95	Plymouth, IN	674	Lawrenceville, GA	32	Traffic Tech	(877) 383-1167	53 ft	43,000 lbs	95	22	✓	-	-
00:01	10/08	V	F	23	Bensenville, IL	744	Tucker, GA	20	Aim Logistics Lic	(920) 423-3504	53 ft	44,000 lbs	97	18	✓	-	-
00:16	10/08	VW	F	23	Bensenville, IL	759	Lithonia, GA	21	Mountainmovers Transporta...	(817) 552-1910	53 ft	30,000 lbs	97	20	✓	-	-
01:10	10/08	V	F	144	Portage, MI	719	Greenville, SC	145	Total Quality Logistics Inc	(800) 580-3101	48 ft	44,000 lbs	95	18	✓	-	-
01:50	10/08	V	F	93	S Bend, IN	661	Greenville, SC	145	Total Quality Logistics Inc	(800) 580-3101	48 ft	43,000 lbs	95	18	✓	-	-

SINGLE LANE | MULTI-LANE | STATE & REGIONAL | NATIONAL | PERFORMANCE

DAT RateView™

Van

Chicago, IL

Atlanta, GA

Broker-to-Carrier Timeframe and Geography:

3d 7d 15d 30d 60d 90d 1yr

mi

3-Digit Zip Mkt X-Mkt Region

DETAILS (All rates in USD)



Trip Miles*: 716 mi.



Broker-to-Carrier Spot (incl. fuel: \$266 this week)

\$2972

(\$2858 - \$3001) 13 Reports 8 Companies

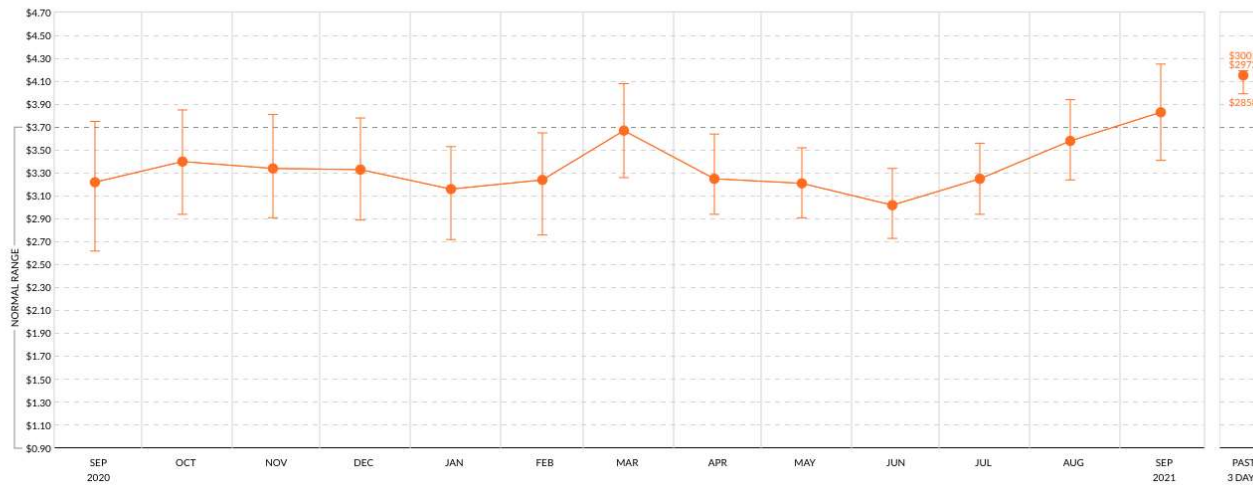
Freight 360 Rates:

Broker-to-Carrier Spot (incl. fuel): N/A

Broker-to-Carrier Intermodal Spot (incl. fuel): N/A

HISTORY RATECAST

Chicago Mkt to Atlanta Mkt



D A T Freight
& Analytics

FREIGHT 360
LET'S TALK FREIGHT

Q & A



Thank You

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webinar survey**

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